

REP HEADLINE# 6183753 TRF# 321742
\$\$\$ MOD# 6 : UNAPPROVED REV #3 \$\$\$

REP: TEL# 215-564-1206
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 215 564 1103
CREDIT RISK !!!
HARRIS REPORT FROM REP
OCT31/12 13.43
CHANGES *** WPXI-TV ***

ADV # 13160 ADV. NAME POLI/K ROTHFUS/R/CON/PA
AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP
DELAWARE, OH 43015

REP. # OFF. # 18 SALESMAN #
BUYER NAME WHITNEY EVERSOLE
SALES PRSN WA- CHERYL BLAIR

ORDER # CONTRACT # 6183753 CLASS: NATL. LOCAL REGIONAL
PRDCT KEITH ROTHFUS EST#2409 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT1/12 NOV6/12 WK-6

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT31/12 13.43

REP: TO JEN
FR LINDSEY FOR CHERYL
M10-14 OK
TTLS \$106,950
PLEASE CONFIRM, THANKS!

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
31	S		700A-800A	30		\$475.00	10/8	10/12	3		M-F	3
31	S		700A-800A	30		\$475.00	10/15	10/19	3		M-F	3
31	S		700A-800A	30		\$475.00	10/22	10/26	2		M-F	2
31	S		700A-800A	30		\$475.00	10/29	11/2	3		M-F	3

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 2409
PROGRAM : TODAY

OCT31/12 13.43
*** WPXI-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
78	A		500A-530A	30		\$300.00	10/31	11/2	1		W-F	1
PROGRAM : NEWS ORD COM1 : NEWS ORD COM2 : SPOTS ARE BOOKED - MB THIS IS A MAKE-GOOD FOR OCT29 ON LINE-31 FOR 1 SPOT/WK												
79	A		430A-459A	30		\$175.00	10/31	11/2	1		W-F	1
PROGRAM : NEWS ORD COM1 : NEWS ORD COM2 : SPOTS ARE BOOKED - MB PART OF A MAKEGOOD MADE UP OF LINES 78-79												
38	S		400P-430P	30		\$300.00	10/8	10/12	1		M-F	1
38	S		400P-430P	30		\$300.00	10/22	10/26	0		M-F	0
38	S		400P-430P	30		\$300.00	10/29	11/2	0		M-F	0
PROGRAM : JUDY CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT29												
80	A		400P-500P	30		\$300.00	10/29	10/29	1		MON	1
PROGRAM : SPEC NEWS COVERAGE ORD COM1 : SPEC NEWS COVERAGE - PRGM CHANGE ORD COM2 : SPOT RAN - MB THIS IS A MAKE-GOOD FOR OCT29 ON LINE-38 FOR 1 SPOT/WK												
39	S		430P-500P	30		\$375.00	10/15	10/19	1		M-F	1
39	S		430P-500P	30		\$375.00	10/29	11/2	0		M-F	0
PROGRAM : JUDY												
81	A		400P-430P	30		\$375.00	10/29	10/29	1		MON	1
PROGRAM : SPEC NEWS COVERAGE ORD COM1 : SPEC NEWS COVERAGE - PRGM CHANGE ORD COM2 : SPOT RAN - MB THIS IS A MAKE-GOOD FOR OCT29 ON LINE-39 FOR 1 SPOT/WK												

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ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 13.43
CHANGES ** WPXI-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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82	A		1200N-1230P	30		\$375.00	11/1	11/2	1		TH-F	1
PROGRAM : NEWS ORD COM1 : NEWS ORD COM2 : SPOT IS BOOKED-MB THIS IS A MAKE-GOOD FOR NOV2 ON LINE-39 FOR 1 SPOT/WK STATION MAKEGOOD OFFERS:												

M10	OK'D	BUY#31	MISSED:M-F/700A-800A OFFER:W-F/500A-530A & W-F/430A-459A CMT:NEWS CMT:SPOTS ARE BOOKED - MB				OCT29 OCT31 OCT31		30S 30S 30S	\$475.00 \$300.00 \$175.00	(OCT30/12) PLS ADVISE.	
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M11	OK'D	BUY#38	MISSED:M-F/400P-430P OFFER:MON/400P-500P CMT:SPEC NEWS COVERAGE - PRGM CHANGE CMT:SPOT RAN - MB				OCT29 OCT29		30S 30S	\$300.00 \$300.00	(OCT30/12) PLS ADVISE.	
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M12	OK'D	BUY#39	MISSED:M-F/430P-500P OFFER:MON/400P-430P CMT:SPEC NEWS COVERAGE - PRGM CHANGE CMT:SPOT RAN - MB				OCT29 OCT29		30S 30S	\$375.00 \$375.00	(OCT30/12) PLS ADVISE.	
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M13	OK'D	BUY#39	MISSED:M-F/430P-500P OFFER:TH-F/1200N-1230P CMT:NEWS CMT:SPOT IS BOOKED-MB				NOV2 NOV1		30S 30S	\$375.00 \$375.00	(OCT31/12) PLS ADVISE.	
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M14	OK'D	BUY#38	MISSED:M-F/400P-430P OFFER: NONE CMT:CREDIT - MB				OCT29		30S	\$300.00	(OCT31/12)	
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OCT/12	68350.00	NOV/12	38600.00									
CONTRACT TOTAL				106950.00								
TOTAL SPOTS				129								

MARKET TOTALS \$342,403 WPXI 26% KDRA 34% WTAE 25% WPGH 13% CABL 0% WPCW 2% WPMY 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6183753 TRF# 321742
\$\$\$ MOD# 6: UNAPPROVED REV #2 \$\$\$

REP: TEL# 215-564-1206
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET

FAX# 215 564 1103
HARRIS REPORT FROM STATION

OCT30/12 16.4
*** WPXI-TV **

ADV # 13160 ADV. NAME POLI/K ROTHFUS/R/CON/PA
AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT

REP.# OFF.# 18 SALESMAN #

7669 STAGERS LOOP

BUYER NAME WHITNEY EVERSOLE

DELAWARE, OH 43015

SALES PRSN WA- CHERYL BLAIR

ORDER #

CONTRACT # 6183753

PRDCT KEITH ROTHFUS

EST#2409 COMMENTS: (LINE, ORDER, INVOICE)

CLASS: NATL. LOCAL REGIONAL

FLIGHT DATES OCT1/12 NOV6/12 WK-6

CITY TAX

STATE TAX

CO-OP BILLING NEEDED

DATE OCT30/12 16.4

REP: TO NSM/NSA
FR CAITLIN FOR CHERYL
M9 OK'D SEE LN 75-77
TTLS RTS
PLS CONFIRM THX 10/24

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

STATION MAKEGOOD OFFERS:
M9 OK'D

BUY#31
BUY#38

MISSED:M-F/700A-800A
M-F/400P-430P
OFFER:FRI/500A-530A
& FRI/530A-600A
& SAT/800A-1030A

OCT22
OCT22 (2/WK)
OCT26
OCT26

30S \$475.00
30S \$300.00
30S \$300.00
30S \$400.00
30S \$375.00

(OCT24/12)
PLS ADVISE.

M10 UNRESL BUY#31

MISSED:M-F/700A-800A
OFFER:W-F/500A-530A
& W-F/430A-459A
CMT:NEWS
CMT:SPOTS ARE BOOKED. DEB

OCT29
OCT31
OCT31
OCT31

30S \$475.00
30S \$300.00
30S \$175.00

(OCT30/12)
PLS ADVISE.

M11 UNRESL BUY#38

MISSED:M-F/400P-430P
OFFER:MON/400P-500P
CMT:SPEC NEWS COVERAGE - PRGM CHANGE
CMT:SPOT RAN - MB

OCT29
OCT29
OCT29

30S \$300.00
30S \$300.00

(OCT30/12)
PLS ADVISE.

M12 UNRESL BUY#39

MISSED:M-F/430P-500P
OFFER:MON/400P-430P
CMT:SPEC NEWS COVERAGE - PRGM CHANGE
CMT:SPOT RAN - MB

OCT29
OCT29
OCT29

30S \$375.00
30S \$375.00

(OCT30/12)
PLS ADVISE.

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\$\$\$ MOD# 6: UNAPPROVED REV #2 \$\$\$

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT31/12 09.09
*** WPXI-TV ***

STATION MAKEGOOD OFFERS:

M13 UNRESL BUY#39

MISSED:M-F/430P-500P
OFFER:TH-F/1200N-1230P
CMT:NEWS
CMT:SPOT IS BOOKED-MB

NOV2
NOV1

30S \$375.00
30S \$375.00

(OCT31/12)
PLS ADVISE.

M14 UNRESL BUY#38

MISSED:M-F/400P-430P
OFFER: NONE
CMT:CREDIT - MB

OCT29

30S \$300.00

(OCT31/12)

CONTRACT TOTAL 107250.00
TOTAL SPOTS 129